

BabyCal News

1-800-BABY-999

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BabyCal Introduces New Pregnancy Calendar and Native American Magnetic Photo Frame

BabyCal is pleased to announce the availability of two new CBO outreach items. The new pregnancy calendar and Native American magnetic photo frame are designed to support CBOs' efforts to educate pregnant women to get early and ongoing prenatal care, practice healthy behaviors and inform them about the availability of state programs that can help.

The pocket/purse-size calendar, developed in English and Spanish, is not dated so moms-to-be can fill in the exact month they became pregnant for "Month 1" through the baby's birth (9-month time period).

The new calendar features photos of moms and babies from campaign materials, information about what the expectant mother might experience and fetal charts of how the baby is developing. There are reminders about important prenatal care appointments and tips for a healthy pregnancy.

Thank you to the CBOs who helped develop the pregnancy calendar:

- ♡ Mercy Health Care - Perinatal Access Network
- ♡ Communicare, Inc. Health Clinic
- ♡ Contra Costa County Health Services, FIR/SID/SBIH
- ♡ St. Jude Medical Center - Perinatal Support Service Program
- ♡ Friendly OB/GYN Medical Group - CPSP
- ♡ San Diego County Perinatal Services Network - CPSP
- ♡ Napa MCH
- ♡ Mayview Community Health Clinic
- ♡ La Clinica de la Raza
- ♡ Clinica Medica Familiar de Pico Rivera
- ♡ Watts Health Foundation, MCH Department
- ♡ Centro de Cuidado Prenatal

BabyCal included five English and five Spanish pregnancy calendars with this newsletter! Please share with your staff. Look inside for updates on other materials on page 6.

In June 2002, BabyCal introduced a magnetic photo frame featuring the Native American mom and baby shown on the BabyCal posters.

Feedback to the magnetic frame has been wonderful. "The colors and design are fantastic!" said Paula Starr of Southern California Indian Health.

BabyCal received input from Native American CBOs to ensure the frame had a signature Native American look and that all tribes in California universally accepted the colors and design. The round frame is symbolic of the circle of life in the Native American culture, and has a pop-out center, which creates a space for a special baby photo!

Our thanks to the CBOs who helped design the frame:

- ♡ Central Valley Indian Health
- ♡ K'ima:w Medical Center
- ♡ Toiyabe Indian Health Project
- ♡ Southern California Indian Health
- ♡ Chapa De Indian Health Program
- ♡ Sacramento Urban Indian Health Project

To order any of these materials free of charge, use the order form included with this newsletter, call your coordinator or visit the "Outreach Materials" page of the BabyCal Web site (www.dhs.ca.gov/babycal). Fax your completed form to Digital Logistix at (888) 428-6245 and your materials will arrive within three to five days.



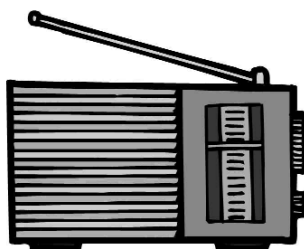
English (above)
and Spanish (below)
Pregnancy Calendars.



Native American
Magnetic Photo Frame.

This BabyCal News has an English and Spanish fact sheet on the first trimester of pregnancy for you to copy and distribute to your clients. Store it in your Member Kit.

BabyCal TV, Radio and Newspaper Ads



Beginning in December 2002, BabyCal television, radio and print ads will run throughout California on General Market and Spanish-language television stations and General Market radio stations. Print ads will

appear statewide in African-American newspapers, which will continue to support Black Infant Health (BIH) programs, and Asian community newspapers. The ads are expected to run through May 19, 2003.

BabyCal ads educate target audiences about the importance and benefits of early prenatal care and the availability of state

programs that can help expectant women. The BabyCal ads are designed to encourage and motivate moms to keep prenatal care appointments and to practice a healthy lifestyle. The TV ads will be seen on popular programs such as the "Billboard Music Awards," "Friends," "Fear Factor," "Everwood," "Smallville" and the "Bernie Mac Show."

The ads will also appear on Spanish-language TV programs such as "Soledad," "El Gordo y la Flaca," "Laura en America" and "Primer Impacto."



BabyCal Offers Tips for Your Successful Health Fair

Participating in a health fair or planning one of your own helps to enhance your organization's visibility in the community. A health fair provides health screenings and education on various issues as well as informs people about the resources available in their community.

In order to plan your successful health fair, it is important to keep some basic public relations and marketing tips in mind.

PLAN EARLY

As a general rule, allow 6-12 months for planning purposes. Begin by picking a date and checking community calendars for a good date that doesn't conflict with other events. Then, determine your message and audience. Is there a specific theme you want to focus on, such as prenatal care, or will the fair feature a variety of health information? Select planning committee members and prepare a budget.

RECRUIT EXHIBITORS, SPONSORS AND VOLUNTEERS

Ask health professionals, local and state health departments and other community groups if they want to be an exhibitor. Search for sponsors such as individual community and business leaders who can provide financial support or donate materials, equipment and/or services. Also, recruit volunteers to work at your health fair.

PUBLICIZE YOUR EVENT

This may be one of the most important aspects of planning a health fair. Even the best planned fair won't be successful if no one knows about it.

Try the following methods to publicize your fair:

- ❑ Prepare a press release for local newspapers.
- ❑ Contact local companies to see whether someone in their public relations or communications departments could help.
- ❑ Use community calendars (found in local newspapers) and newsletters to promote the fair.
- ❑ Design flyers and posters that inform people about the fair. Display the flyers or posters in stores, libraries, banks, restaurants, childcare centers, health clinics, hospitals, physicians' offices, churches and other public places where your clients will see them.
- ❑ Have a raffle or door prize that will motivate attendance.
- ❑ Use word-of-mouth by having your staff encourage clients and families to attend.

PLAN LOGISTICS AND INFORMATION

Check with your local municipal office to see whether any sanitary, sign, structural, food service or other permits are required. While planning, use a checklist to avoid forgetting essential things at the last minute. At the site, set up a registration area with a sign-in sheet and pens and post directions to your booth. Finally, allow time for set-up and breakdown.

EVALUATE YOUR HEALTH FAIR

An evaluation is an important tool for planning future health fairs. After the fair, talk to the planning committee, exhibitors and others involved with the fair about their perceptions.

Based on the results of your health fair evaluation, you will be able to improve the success of your next event.

Sources: <http://www.aap.org/advocacy/chm99healthfairhowto.htm>

Remember to Keep This Fact Sheet in Your CBO Member Kit.

You Should Know...

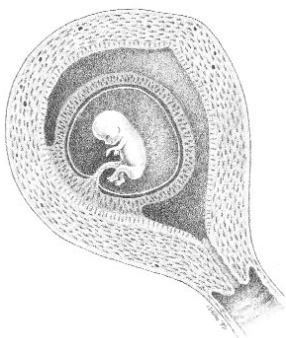
About Your Baby's Growth - First Trimester

Your pregnancy is a very special time for you. It may be a time of excitement and wonder. It is also a time to learn about your health care and your growing baby. A pregnancy lasts approximately nine months. The nine months are divided in thirds or trimesters. Each of the trimesters is three months or twelve weeks. Therefore, the first trimester would be weeks 1-12 of your pregnancy.

During the first trimester you may experience many changes. These changes are normal and easy to detect, but what is happening to your baby? Here we'll discuss how your baby is developing and provide you with tips to help you have a healthy pregnancy.

Weeks 1 - 4

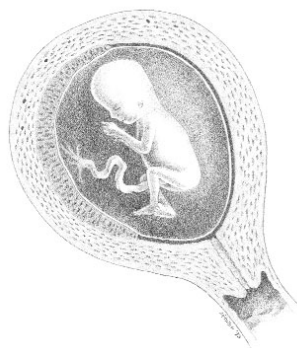
- ♡ By the end of month one, all major organ systems are developing and your baby's heart will start beating.
- ♡ The placenta, which nourishes and protects your baby, begins to develop too.
- ♡ You may start to feel tired, nauseous or bloated.
- ♡ Take prenatal vitamins and folic acid daily if advised by your health care provider.
- ♡ All pregnancies are different so ask your health care provider about any concerns.
- ♡ Stay away from smoking, drinking and drugs.



Weeks 5 - 8

- ♡ The baby is now about 1-inch and weighs less than an ounce.
- ♡ The baby is protected by a sac filled with fluid and also by the placenta.
- ♡ The baby's heart is beating at a steady rhythm.
- ♡ Your baby's brain and spine are developing and tiny limbs are growing where hands, feet, fingers and toes are forming.

- ♡ Eyes, ears and nose are developing.
- ♡ Eat healthy foods each day, get enough rest and read all materials your health care provider gives you.



Weeks 9 - 12

- ♡ The baby is about three inches long and weighs one ounce.
- ♡ The heart is almost completely developed and looks like a newborn baby's heart.
- ♡ Twenty tiny baby teeth are forming in the gums.
- ♡ The baby opens and closes its mouth and moves its hands, legs and head.
- ♡ The vocal chords and brain are developed.
- ♡ The eyelids now cover the eyes and will remain shut for protection until the seventh month.
- ♡ The baby will move around at this point, but you won't be able to feel it yet.
- ♡ You may notice that you're starting to gain weight and your breasts are heavier.
- ♡ Write down a list of questions that you would like to ask at your next appointment, such as what kinds of exercises are safe and how to sign up for prenatal care classes.

Remember to keep your regular prenatal appointments, even if you feel fine. These check-ups are to monitor both you and your baby's health.

Sources: California Department of Health Services' Maternal and Child Health Branch, Healthy Mom, Healthy Baby Handbook, BabyCal Pregnancy Calendar, www.babyworld.co.uk

This insert article is the first in a three-part series.

Recuerde  mantener esta hoja de datos en su equipo de materiales (CBO Member Kit).



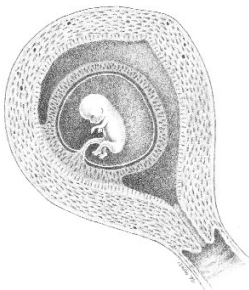
Sobre El Desarrollo de Su Bebé – El Primer Trimestre

Su embarazo es un tiempo muy especial. Puede ser una etapa emocionante y maravillosa. Además, es un tiempo para aprender sobre el cuidado de su salud y la de su bebé en camino. Un embarazo dura aproximadamente nueve meses. Los nueve meses están divididos en tercios o trimestres. Cada trimestre tiene tres meses o doce semanas. Por lo tanto, el primer trimestre consiste en las semanas 1-12 en su embarazo.

Durante el primer trimestre, ocurren muchos cambios. Estos cambios son normales y fáciles de detectar, sin embargo, ¿qué es lo que le está ocurriendo a su bebé? A continuación, hablaremos sobre el desarrollo de su bebé y le daremos consejos para ayudarlo a tener un embarazo saludable.

Semanas 1 - 4

- ♡ Al término del primer mes, todos los sistemas vitales principales están en desarrollo y el corazón de su bebé empieza a latir.
- ♡ La placenta, la cual alimenta y protege a su bebé, también comienza a desarrollarse.
- ♡ Puede que se sienta cansada, con náusea o hinchada.
- ♡ Tome vitaminas prenatales y ácido fólico todos los días, si su proveedor médico lo recomienda.
- ♡ Todos los embarazos son diferentes, por eso platique con su proveedor médico sobre cualquier inquietud.
- ♡ No fume, tome ni use drogas.



Semanas 5 - 8

- ♡ El bebé ahora mide casi una pulgada y pesa menos de una onza.
- ♡ El bebé está protegido por una bolsa llena de líquido y también por la placenta.
- ♡ El corazón de su bebé está latiendo a un ritmo estable.
- ♡ El cerebro y la espina dorsal de su bebé se están desarrollando, y sus pequeñas extremidades están creciendo en el lugar donde estarán manos, pies y dedos.

- ♡ Los ojos, las orejas y la nariz se están desarrollando.
- ♡ Coma alimentos sanos cada día, descanse lo suficiente, y lea todos los materiales impresos que le dé su proveedor médico.



Semanas 9 - 12

- ♡ El bebé mide casi tres pulgadas y pesa una onza.
- ♡ El corazón está casi totalmente formado y se parece al corazón de un recién nacido.
- ♡ Veinte pequeños dientes se están formando en las encías.
- ♡ El bebé abre y cierra su boca, y mueve sus manos, piernas y cabeza.
- ♡ Las cuerdas bucales y el cerebro están formados.
- ♡ Los ojos ahora están cubiertos por párpados y permanecerán cerrados hasta el séptimo mes para protegerlos.
- ♡ El bebé ya se mueve, pero usted no podrá sentirlo todavía.
- ♡ Puede notar que usted está aumentando de peso y sus pechos se sienten más pesados.
- ♡ Escriba una lista de preguntas que desee hacer durante su próxima cita, por ejemplo, qué tipo de ejercicios puede hacer y cómo registrarse para asistir a clases prenatales.

No falte a ninguna de sus citas prenatales, aún cuando se sienta bien. Estos chequeos son para vigilar su salud y la de su bebé.

Fuentes: Oficina de Salud Maternal e Infantil del Departamento de Servicios de Salud de California, Manual Mamá Sana, Bebé Sano, Calendario de Embarazo de BabyCal, www.babyworld.co.uk

Este artículo es el primero de una serie de tres partes.

CBO Spotlight

BabyCal Congratulates New Moms

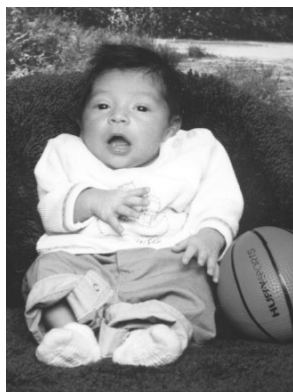
Each year, BabyCal and the CBOs help thousands of women have healthy pregnancies. Recently, several BabyCal CBO contacts and friends had babies of their own. BabyCal would like to congratulate these women and their families on having healthy pregnancies and babies!



Kara Russell and her baby, Peyton.

Kara Russell of Mercy Hospital Maternity Clinic (Redding) had a baby boy, Peyton Michael, on July 17. He weighed 8 pounds 1 ounce and is doing great. "When I was pregnant I did all the right things. I went to every appointment, took care of myself and got lots of rest and exercise. Being a new mom has been wonderful! Peyton is such a joy!"

Maria Vela of Bristol Women's Center, Santa Ana (Orange) had a baby boy, Kevin, on April 20 at St. Joseph's hospital. Maria noted she had a great birth experience. This is her second child.



Maria Vela's baby, Kevin.

Shaunee Arreola of Tulare County MCH (Tulare) had a baby boy, Justin Donald, on September 20. He weighed 7 pounds 3 ounces and was 20.5 inches long. "After the baby was born, the first two weeks were hectic! Trying to take care of Justin and myself was a lot of work, but it has gotten much better! I've had great support. Breastfeeding has been great. Just knowing your baby needs you is a wonderful feeling."

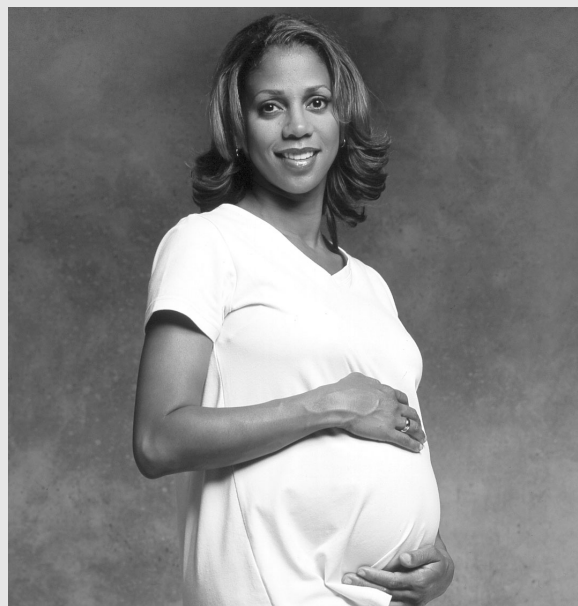


Shaunee Arreola and baby, Justin.

Southern California CBO coordinator Tania Watson delivered a healthy baby girl, Isabel Mariela, on September 23. Isabel weighed 9 pounds 9 ounces and was 20 inches. Tania and her husband, Matt, have a daughter, Rebecca, who is two years old. Tania reports everyone is happy and glad to be home and says, "It's really amazing to see that getting prenatal care regularly, eating well and taking care of myself during pregnancy did so much for my baby. Both of us are healthy and happy!"



Tania and her new baby, Isabel.



Holly while pregnant with her baby.

BabyCal spokesperson Holly Robinson Peete and her husband, professional football player Rodney Peete, welcomed their new baby, Robinson James Peete, on August 11. Little Robbie (named after Holly's father) weighed 7 pounds 12 ounces and was 19 inches. He joins twins Rodney Jackson (R.J.) and Ryan Elizabeth.

Special Thanks and Happy New Year BabyCal CBOs!

The BabyCal Network CBOs are an important part of the campaign's outreach efforts. You are the link between the campaign and high-risk women. By distributing BabyCal materials, you provide families with the tools they need to learn about having a healthy pregnancy. Also, by participating in health fairs across California, you reach out to thousands of families in need of prenatal care education.

The CBO coordinators extend their appreciation for all that you do!

Lori Goodwine, Northern California CBO coordinator says, "The work you do has been the key to BabyCal's ten years of success! Thank you so much! Have a safe and wonderful holiday season!"

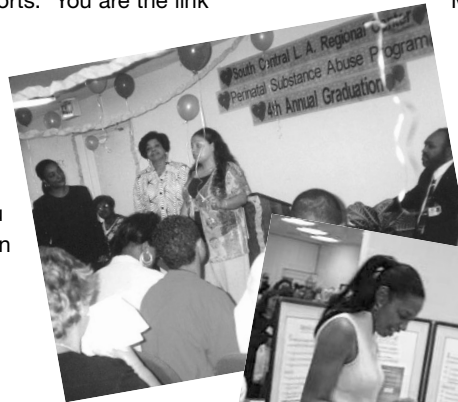
Nadine Roberts Cornish, Northern California CBO coordinator says, "I would like to extend warm holiday greetings and best wishes for the coming new year to all of our CBOs. Your courage, passion, commitment and enthusiasm for the work you do permeates throughout the year but shines even brighter during this season. Thank you for making the difference you make in the lives of California's babies and thank

you for re-igniting my passions for this work. Much joy!"

Pam Coe, Southern California CBO coordinator says, "Thank you for all you do year-after-year for California babies. I enjoy working with you and appreciate your ongoing support of BabyCal and the pregnant women we serve. Because of your efforts, more babies are born healthy and have a better start at life. Happy holidays!"

Tania Watson, Southern California CBO coordinator says, "Thank you for all your help and commitment to ensure healthier birth outcomes. I wish you a happy and peaceful holiday season with your loved ones. I'm excited about working together again in the coming new year."

Keep up the great work and have a safe and happy holiday season!



BabyCal CBOs conduct outreach to low-income women in their clinics and health fairs.

Updated Pocket Calendars and BabyCal Bags

BabyCal updated the Holly Robinson Peete pocket calendar to cover January 2003 – June 2004. The credit card-size calendar can be given to your clients as an incentive. They can keep the calendar in a wallet or purse and use it for quick reference.

In response to numerous CBO requests, BabyCal plastic bags will be available in Spring 2003 for CBOs to order! The 10 inch by 12 inch bags will provide an easy way to distribute information

to clients. The bags have the BabyCal logo and Web site address on both sides along with prenatal care messages. One side will be in English and the other in Spanish.

Order materials to give to your clients by filling out the order form enclosed with this newsletter and faxing it to Digital Logistix at (888) 428-6245! Your order will be saved and filled once the materials are available.

Testimonial

Prototypes BIH Program Helped Me

This pregnancy is not the first for Camisha Brown, but it is different. This time she found support through Prototypes Black Infant Health (BIH), a community service program new to her San Gabriel Valley community.

Camisha became a client of the Prototypes BIH program in July 2002 when she was two months pregnant. "I wish there was a BIH program in my community during my other pregnancies because it's good to have a program that focuses on my needs as an African-American woman," Camisha said.

The Prototypes BIH program also assists families with Women, Infants and Children (WIC) referrals and Healthy Families applications. "The BIH program has helped me in many ways," she added. "Not only do I get help with housing and transportation, but BIH provides me with referrals to different services, and helps to make sure my children get their immunizations." Camisha, like other mothers in the program, attends new parent classes that include interaction with their infants or toddlers, and social support and empowerment classes that help build self-esteem through discussions and social activities.

One of the things Camisha said she enjoys most about the Prototypes BIH program is the staff. "The BIH program staff are



Camisha and her baby, Toya.

like family because I can talk to them, they relate to my situation and they are there for me whenever I need them," Camisha said. "They welcome my children so I can come for meetings and classes, and it's a comfortable environment."

The Prototypes BIH program is dedicated to improving the quality of life for African-American women by providing social support and encouraging them to discover their own personal power in making healthy lifestyle choices. The program is designed to provide "sister-support" that lets women know they are not alone. Women have the opportunity to share their feelings, develop communications skills, learn more about themselves and their infants and discover resources available to them.

BIH partners with BabyCal and community-based organizations such as March of Dimes, WIC and Pomona Valley Hospital (CPSP) to provide a wide-range of programs and services. "They have helped me learn that I need to speak up for myself, make sure I ask the right questions during doctor's visits and get the help I need," Camisha said.

Congratulations Camisha for making healthy choices during your pregnancy!

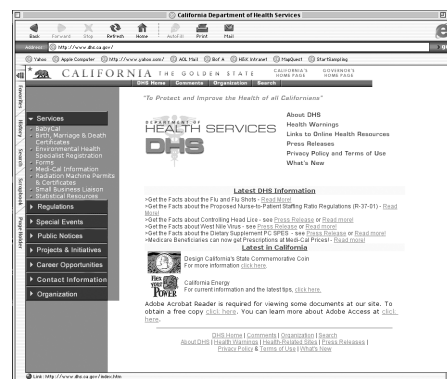
The DHS Web Site — A Great Resource

California Department of Health Services' (DHS') Web site offers information about BabyCal, and many other programs sponsored by DHS. By going to www.dhs.ca.gov, you can obtain information about hundreds of programs and services designed to keep California families safe and healthy.

For instance, the site provides links to DHS programs such as Women, Infants and Children (WIC), Comprehensive Perinatal Service Program (CPSP), Black Infant Health (BIH) program, Medi-Cal and It's Up to Me To Prevent Teen Pregnancy. These are all programs CBO clients might qualify for or be interested in learning more about. You can also obtain birth, death or marriage certificates from this site.

The site also addresses many ways to keep California kids healthy. The DHS Web site has a link to the Vehicle Occupant Safety Program where parents can find out about risks children

face on the road and the locations of agencies that can provide safety seats for families that need them.



Check out the information at www.dhs.ca.gov. Use the search option to find out about DHS resources that can help you and your clients.

BabyCal Visits CBOs Statewide

Thank you to the BabyCal Network CBOs for allowing us to visit your organization.

Southern California CBO coordinator
Tania Watson recently visited:

CBO

Growing Expectations/La Dulce Espera, Paramount
San Judas Medical Group – East, Los Angeles
St. John's Regional Medical Center, Healthy Beginnings, Oxnard

REPRESENTATIVE

Gina Sanchez
Lydia Flores
Isabelle Santha Becker

Southern California CBO coordinator
Pam Coe recently visited:

CBO

Ganesha High School CAL-SAFE, Pomona

REPRESENTATIVE

Barbara Seiden,
Caroline Fernandez
Martha Chavez
Grace Sandoval
Olga Torres
Deborah Griffin
Cathy Clark
Sherry Rivera
Isela Monterrosas
Pablo Alferez
Stacy Powell

Dr. Chen K. Hsieh, Victorville
Compton Central Health Clinic, Los Angeles
MotherNet L.A., Los Angeles
Prime Care Medical Group OB Department, Victorville
Birth Choice Pregnancy Centers, Orange
Dr. Silas J. Thomas, Los Angeles
March of Dimes of Orange County, Orange
Doctor's Hospital Medical Center
of Montclair, Los Angeles
BIH Prototypes, Pomona

Northern California CBO coordinator
Nadine Roberts Cornish recently visited:

CBO

Dr. Tolley and Vonda Treat, Yuba City
Mercy Health Care Perinatal Access
Network, Sacramento
Sacramento County Health Department
Prenatal Outreach Program, Sacramento

REPRESENTATIVE

Leti Lepe
Michelle Tanton Lane
Mara Manuel

Ordering Information

Outreach materials are available to CBOs **free of charge**. CBOs may order materials by completing an order form and faxing it toll-free to **Digital Logistix** at (888) 428-6245. Orders are filled and shipped at no cost to you within three to five business days after receipt of your request. You may obtain an order form on the BabyCal Web site or by contacting your CBO coordinator. If you have any questions regarding your order, please contact Dina Friedman of Hill and Knowlton at (323) 966-5761.

For questions, special orders or a CBO Member Kit, please contact your CBO coordinator or Dina Friedman. The CBO Member Kit is designed to support your client education and outreach efforts and provides a place to store your BabyCal informational materials.

Welcome New BabyCal CBOs

BabyCal welcomes 14 new CBOs to the statewide BabyCal Network of more than 565 organizations.

♥ County of Riverside Health Services Agency BIH & MCAH Programs	Riverside
♥ Clinica Medica Central	San Diego
♥ San Bernardino County BIH Program	San Bernardino
♥ Sutter County PHD - Prenatal Program	Sutter
♥ Sacramento County WIC, Grand Avenue	Sacramento
♥ People's Choice Incorporated	San Bernardino
♥ Los Angeles Community Care Medical Associates	Los Angeles
♥ CAL-SAFE Teen Parent Program	Ventura
♥ Clinica Msr. Oscar Romero	Los Angeles
♥ Riverside Community College - Parenting and Wellness Program	Riverside
♥ Birth Choice Pregnancy Centers	Orange
♥ East County Health Services	San Diego
♥ Corona Life Services	Riverside
♥ Doctor's Hospital Medical Center of Montclair - Birthing Program	San Bernardino

Contact Information

CBO Coordinators

Northern California:

Nadine Roberts Cornish(916) 925-7816
Lori Goodwine.....(916) 446-2842

Southern California:

Tania Watson(661) 297-0048
Pamela Coe(714) 637-5421

Hill and Knowlton

6500 Wilshire Blvd., 21st Floor
Los Angeles, CA 90048
Contact: Dina Friedman (323) 966-5761
Fax: (323) 782-8190
E-mail: babycal@dhs.ca.gov

California Department of Health Services

714 P Street, Room 1440
Sacramento, CA 95814
Contact: Tyra Allen (916) 654-0224
Fax: (916) 654-3653
E-mail: babycal@dhs.ca.gov

Visit BabyCal's Web Site: www.dhs.ca.gov/babycal

Compilation Tape Reminder

To place an order for BabyCal's prenatal care educational videotape free of charge, please contact Jennifer Hex of Hill & Knowlton at (323) 966-5644 or your CBO coordinator for an order form and usage agreement.

